

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Vincent R. Koser	§	Group Art Unit:	4127
		§		
Serial No.:	10/631,181	§		
		§	Examiner:	Rodney M. Henry
Filed:	July 31, 2003	§		
		§		
For:	SYSTEM AND METHOD FOR	§	Atty. Dkt. No.:	11446.10
	EXECUTION OF CUSTOMER-	§		
	SPECIFIC MARKETING,	§		
	DISCOUNTS, AND PROMOTIONS			

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION MAILED APRIL 8, 2008

This is a reply to the Office action mailed April 8, 2008, in this application. After entering the amendments below, please reconsider this application and allow all claims.

**An Amendment to the Specification** begins on page 2 of this reply.

**A Listing of Amended Claims** begins on page 3 of this reply.

**Remarks/Arguments** begin on page 8 of this reply.